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09/909224

PATENT APPLICATION

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Docket No: 28049/34394C

CONTINUING APPLICATION TRANSMITTAL  
UNDER 37 CFR 1.53(b)

Box Patent Application  
Commissioner for Patents  
Washington, D.C. 20231

Sir:

This is a request under 37 CFR 1.53 for filing a

- ☐ continuation application.  
☒ divisional application.

1. Particulars of Prior Application

Application Serial No: 09/076,517  
Filed on: May 12, 1998  
Title: AUDIENCE MEASUREMENT SYSTEM FOR  
DIGITAL TELEVISION  
  
Art Unit: 2611  
Examiner: Unknown  
Prior Docket No.: 28049/34394

CERTIFICATION UNDER 37 CFR 1.10

I hereby certify that this Continuing Application Transmittal Under 37 CFR 1.53(b) and the documents referred to as enclosed therewith are being deposited with the United States Postal Service on **July 19, 2001**, in an envelope addressed to the Commissioner for Patents, Washington, D.C. 20231 utilizing the "Express Mail Post Office to Addressee" service of the United States Postal Service under Mailing Label No. **EL827657424US**.

Richard Zimmermann

2. This request is filed by:

1. Full Name of Inventor	Family Name  Lu	First Given Name  Daozheng	Second Given Name
Residence & Citizenship	City  Dunedin	State or Foreign Country  Florida	Country of Citizenship  United States of America
Post Office Address	Post Office Address  1903 Dunloe Circle	City  Dunedin	State & Zip Code/Country  Florida 34698/USA

2. Full Name of Inventor	Family Name  Kempter	First Given Name  Paul	Second Given Name  C.
Residence & Citizenship	City  Palm Harbor	State or Foreign Country  Florida	Country of Citizenship  United States of America
Post Office Address	Post Office Address  146 Lakeshore Drive North	City  Palm Harbor	State & Zip Code/Country  Florida 34684/USA

3. Full Name of Inventor	Family Name  Feininger	First Given Name  William	Second Given Name  A.
Residence & Citizenship	City  Palm Harbor	State or Foreign Country  Florida	Country of Citizenship  United States of America
Post Office Address	Post Office Address  1656 Allens Ridge Drive North	City  Palm Harbor	State & Zip Code/Country  Florida 34684/USA

- ☐ This application is being filed by less than all the inventors named in the prior application. An accompanying statement requests deletion of the name(s) of the person(s) who are not inventors of the invention being claimed in this application.

3. Amendments

- ☒ Amend the specification by inserting before the first line the sentence:  
--This is a Divisional of U.S. application Serial No. 09/076,517, filed May 12, 1998.  
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- ☒ Cancel claims 57-60 in the prior application before calculating the filing fee.
- ☒ A Preliminary Amendment is enclosed.

- ☒ The filing fee is based upon entry of the foregoing amendment(s) (if any).

**4. Copy of Prior Application**

The enclosed is a copy of the prior complete application, including the specification (with claims), drawings, the oath or declaration, and any amendments referred to in the oath or declaration filed to complete the prior application.

**5. Incorporation By Reference**

The entire disclosure of the prior application, from which a copy of the oath or declaration is supplied under paragraph 4, above, is considered as being part of the disclosure of the accompanying application and is hereby incorporated by reference therein.

**6. Priority**

- ☐ Priority of application No. \_\_\_\_\_, filed on \_\_\_\_\_ in \_\_\_\_\_ is claimed under 35 USC 119.
- ☐ The certified copy(ies) was(were) filed in prior U.S. application Serial No. \_\_\_\_\_.
- ☐ The certified copy(ies) has(have) not been filed.

**7. Assignment**

- ☒ The prior application is assigned of record to Nielsen Media Research, Inc., 150 North Martingale Road, Schaumburg, Illinois 60173-2076, and has been recorded at Reel 9249/0634.

**8. Small Entity Status**

- ☐ Verified statement(s) claiming small entity status is(are) attached.
- ☐ Small entity status has been established in the prior application and is still proper and desired.

9. Fee Calculation

CLAIMS AS FILED - INCLUDING PRELIMINARY AMENDMENT (IF ANY)						
			SMALL ENTITY		OTHER THAN A SMALL ENTITY	
	NO. FILED	NO. EXTRA	RATE	FEE	RATE	FEE
BASIC FEE						\$710.00
TOTAL	83 - 20	= 63	X 9 =		X 18 =	\$1,134.00
INDEP.	15 - 3	= 12	X 40 =		X 80 =	\$960.00
<input type="checkbox"/> First Presentation of Multiple Dependent Claim			+ 135 =		+ 270 =	\$ 0.00
Filing Fee:					OR	\$2,804.00

10. Method of Payment of Fees

- ☒ Attached is a check in the amount of: \$2,804.00
- ☐ Charge Deposit Account No. 13-2855 in the amount of: \$\_\_\_\_\_
- A copy of this Transmittal is enclosed.

11. Deposit Account and Refund Authorization

The Commissioner is hereby authorized to charge any deficiency in the amount enclosed or any additional fees which may be required during the pendency of this application under 37 CFR 1.16 or 37 CFR 1.17 to Deposit Account No. 13-2855. A copy of this Transmittal is enclosed.

Please refund any overpayment to Marshall, O'Toole, Gerstein, Murray & Borun at the address below.

Respectfully submitted,

MARSHALL, O'TOOLE, GERSTEIN,  
MURRAY & BORUN  
6300 Sears Tower  
233 South Wacker Drive  
Chicago, Illinois 60606-6402  
(312) 474-6300  
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By:



Aaron M. Peters  
Registration No: P-48,801  
Attorney for Applicants

July 19, 2001